

# To study the tourist satisfaction index of Trimbakeshwar tourist center in Nashik District, Maharashtra.

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## ABSTRACT

The tourism industry is the largest and most well-known economic sector. This popular industry is fast growing in many parts of the world, opening the path for more growth. The purpose of this paper is to find out what aspects influence visitor contentment and loyalty to devotees and visitors at the existing holy location. Thousands of visitors come from all across India to see this spiritual and natural landmark. In order to evaluate visitor satisfaction and identify current facilities and their level of development, field work was organized to collect tourist views, attitudes, and recommendations recorded in well-designed questionnaires, group discussion, and surrounding personal observations during the field survey. Tourists filled 197 questionnaires in total during the field survey. Using visitor responses that were transformed into arithmetical values, the satisfaction ratings of selected facilities were determined. Based on this assessment, tourist satisfaction levels were divided into four categories: unsatisfactory, satisfactory, good, and extraordinary. With an average score of 23.86 percent, this location's overall satisfaction level is satisfactory. The average of the Trimbakeshwar holy site satisfaction index could be useful in future planning and development of this religious tourism attraction.

**KEY WORDS:** Tourist, Satisfaction Index, Amenities, Personal Rank

## I. INTRODUCTION

The history of tourism begins with the history of travel of a man. Travelling on foot, in search of food or for shelter from the forces of nature. The history of travel and tourism helps us in understand how development in the past influenced present-day tourism. Now days aim of tourism is to make tourists Healthy, Hearty and Happy (Sunetra Roday 2013). Today aeroplanes, ships, motors,

bikes and buses are extremely comfortable and high speed, so brought changes in the overall scenario of tourism. Nowadays tourist flow towards tourist destinations is increasing day to day. There are so many tourist centers in all regions to attract tourists. There are different types of tourists found in every tourist spot.

Therefore the study of tourists with functional and behavioural aspects is very important for the development of tourism, as well as the planning of centers. The study of tourist profiles regarding their gender, age, marital status, origin, occupation, education, the purpose of visit, income, visiting period, mode of transportation, frequency of visit, source of information about tourist center and opinion about facilities available at tourist place. Indicates the standard of tourists and their behavioural characteristics. All this information about tourist and their opinion about tourist places is useful for the development and progress of centers. In the assessment of functional and behavioural characteristics of tourist and tourism center in the Trimbakeshwar tourism center. A survey was conducted for the collection of primary data in the study area.

Trimbakeshwar tourism center is religious centers. A sample survey was conducted with designed questionnaires. A random sampling method has been used to select the tourist for interviews and fill the questionnaires by them. For the sample survey, Bimashankar places were selected. Near about 197 tourists were personally contacted and questionnaires were filled up by them at a selected tourist center in the study area.

## STUDY AREA

Trimbakeshwar tourism centre is located on the Western side of Nashik city. it is situated in trimbark Tahsil of Nashik district. Trimbakeshwar is situated partly in the Dhamanganga basin and partly in the Godavari and Vaitarna Basin. It lies

between 19° 56' and 19° 55' North latitude and 73° 32' and 73° 31' east longitude. Trimbakshwar tahsil has an area of 898.38 sq km and a population of 168423 as per the 2011 census. There are 122 villages in this Tahsil. The tahsil has three Rivers namely Godavari Dhamanganga and Vaitarna. The Tahsil is surrounded by the Thane district in the west, and Peint tahsil in the North. Nashik tahsil in eastern and Igatpuri tahsil in the south of Trimbakshwar.

### OBJECTIVE

To study the satisfaction levels of available facilities at Trimbakshwar tourist place.

### DATABASE AND METHODOLOGY

Nowadays tourism is one of the important activities. It's also called the tourism industry. so tourist satisfaction is the most important factor for tourism growth. In India, satisfied tourist is the best and very powerful publicity medium on the other side dissatisfied tourists would be injurious to the industry. It has become increasing importance for destination management.

The level of satisfaction of any person is a state of mind. Many types related to satisfaction were measured by various scholars such as Employee Satisfaction, Job Satisfaction, Customer Satisfaction and also tourist satisfaction. Josef (2000) The present research work is completed by research to measure the tourist satisfaction index who visited Bhimashankar tourist center.

#### Formula :

$$St_i = \frac{\sum M_i N_i}{N}$$

#### Where,

**St<sub>i</sub>** = Satisfaction Index for the 'i'<sup>th</sup> Factor

**M<sub>i</sub>** = Numerical value for a particular level of Satisfaction for the 'i'<sup>th</sup> Factor.

**N<sub>i</sub>** = Number of the respondent deriving a particular level of Satisfaction for the 'i'<sup>th</sup> Factor.

**N** = Total Number of Respondents for that factor for all levels of Satisfaction.

In this study, a researcher has tried to measure the satisfaction of tourist facilities and services available at Bhimashankar tourist center in Pune district of Maharashtra.

The present research was done by using a random sample survey method. Primary data is collected during the fieldwork with the help of questionnaires. The Opening of the tourist fifteen facilities and services is a consideration, such as Accommodation, Transportation, Road conditions,

Parking, Food, Drinking Water, Darshan Facility, Public Toilets, Information Center, Shopping Facility, Medical Facility, Cleanliness, Safety, Behavior of Local People and Guide.

The researcher requested to tourists note their satisfaction with both the tourist centers. The tourist was asked to indicate their level of satisfaction concerning every factor Marks by Excellent, Good, Satisfactory and Unsatisfactory. Then these qualitative grades are converted into the quantitative term. The researcher has studied the 367 tourists in both the tourist Centers.

They were told to be given a point or mark out of 10 for a particular level of satisfaction. Tourists have given Preference as Good, Satisfactory, Excellent and Unsatisfactory. The researcher has considered numerical values such as (8,9,10) for Excellent,(8,7,6) for Good, (6,5,4) for Satisfactory and (3,2,1)for Unsatisfactory. The average values for the different levels of satisfaction for different factors are calculated by of Calculation of Mean /Average in the table.

These values were multiplied by the respective frequencies, which is given the total satisfaction. The sum was divided by the total frequency for the respective factor, which gives the satisfaction index for that factor. The satisfaction formula was used to measure the tourist satisfaction index.

### ANALYSIS OF SATISFACTION INDEX

The data about the Opinion of tourists regarding the facilities available at the Trimbakshwar tourist center, were collected through the questionnaire. The factor wise level of satisfaction is shown in table No. 1.

Factor wise level of satisfaction (M I) (Number of tourists as per facilities available for the 'i'<sup>th</sup> factor.)

The data analysis presented in Table No. 1 shows that out of 197 contact tourists 16.24 % of tourists strongly support that Accommodation services are excellent, about 30.96 % of tourists said that Accommodation services are good, 44.16 % of tourists are satisfied with Accommodation services. but only 08.62 % of tourists are unsatisfactory, with services in Trimbakshwar tourist center.

The tourist who visited Trimbakshwar expressed their opinion about transportation facilities. it shows that about 20.81 % of tourists said that transportation facilities are excellent. About 26.39 % of tourists said it is good, 38.07 % of tourists are satisfied and 14.72 % of tourists are not satisfied with these facilities.

**Table No 1: Factor wise Index (MI) of Trimbakeshwar Tourist Centre**

Sr. No	Factor (Facilities & Services)	Excellent		Good		Satisfactory		Unsatisfactory	
		No	%	No	%	No	%	No	%
1	Accommodation	32	16.24	61	30.96	87	44.16	17	8.62
2	Transportation	41	20.81	52	26.39	75	38.07	29	14.72
3	Road Condition	22	11.16	76	38.57	49	24.87	50	25.38
4	Parking	27	13.70	54	27.41	61	30.96	55	27.91
5	Food	16	8.12	30	15.22	52	26.39	99	50.25
6	Drinking Water	14	7.10	29	14.72	53	26.90	101	51.26
7	Darshan Facility	47	23.85	58	29.44	82	41.62	10	5.07
8	Public Toilets	12	6.09	42	21.31	46	23.35	97	49.23
9	Information Centre	-	-	28	14.21	96	48.73	73	37.05
10	Shopping Facility	09	4.56	26	13.19	91	46.19	71	36.04
11	Medical Facility	05	2.53	47	23.85	63	31.97	82	41.62
12	Cleanliness	28	14.21	66	33.50	48	24.36	55	27.91
13	Safety	19	9.64	56	28.42	81	41.11	41	20.81
14	Behavior of local People	22	11.16	48	24.36	96	48.73	31	15.73
15	Guide	-	-	25	12.69	88	44.67	84	42.63
<b>Total</b>		<b>294</b>	<b>-</b>	<b>698</b>	<b>-</b>	<b>1068</b>	<b>-</b>	<b>895</b>	<b>-</b>
<b>Average %</b>		<b>9.94</b>	<b>-</b>	<b>23.62</b>	<b>-</b>	<b>36.14</b>	<b>-</b>	<b>30.28</b>	<b>-</b>

Source: Compiled by Researcher

The tourist also gave their opinion about road condition facilities. About 11.16 % of tourists are Excellent, about 38.57% of tourists experienced it well, 24.87 % of tourists are satisfied and 25.38 % are unsatisfactory with road condition facilities. 13.70 % of tourists said that parking facilities are excellent, 27.41% of tourists said that it is good, 30.96 % of tourists are satisfied with parking facilities and 27.91 % of tourists are not satisfied with these facilities.

The tourist also mentions their opinion about the food facility at Trimbakeshwar. About 8.12% of tourists said it is excellent, 15.22 % of tourists said it is good, 26.39 % of tourists are satisfactory and 50.25 % of tourists are not satisfied with these facilities. The opinion about drinking

water facilities is that only 7.10 % of tourists are excellent, 14.72 % of tourists said that it is good, 26.90 % of tourists are Satisfactory and 51.26 % of tourists are unsatisfactory.

The tourist views about the Darshan facility are different only 23.85 % of tourists excellent, 29.44 % of tourists felt that it is good, 41.62 % of tourists said that it is a satisfactory and 5.07 % of tourists are Unsatisfactory with this services.

The tourist views public toilet facilities. About 6.09 % of tourists said that it is excellent, 21.31 % of tourists said that public toilet is good, 23.35 % of tourists are satisfied and 49.23 % of tourists are unsatisfactory with public toilet facilities. From the view about information center at

Trimbakeshwar tourist place, No one said that Information facilities are Excellent. About 14.21% of tourists said that it is good, 48.73 % of tourists are satisfied but, 37.05 % of tourists are unsatisfactory with information center facilities.

The tourist views about the shopping facility are different 4.56 % of tourists excellent, 13.19 % of tourists felt that it is good, 46.19 % of tourists said that it is satisfactory and 36.04 % of tourists are unsatisfactory with this services. The tourist views about medical facility. About 2.53 % of tourists said that it is excellent, 23.85 % said that medical facilities are good, 31.97 % of tourists are satisfactory and 41.62 % of tourists are not satisfied with medical facilities.

The Opinion about cleanliness facilities that is only 14.21 % of tourists are excellent, 33.50 % of tourists said that it is a good, 24.36 % of tourists satisfied and 27.91 % of tourists unsatisfactory. The experienced of safety at Trimbakeshwar tourist center was also noted by the tourist. About 9.64 % of tourists said that safety is excellent, about 28.42 % of tourists mentioned that safety is good, 41.11 % of tourists were satisfied with personal safety and only 20.81 % of tourists felt that they are not safe at the Trimbakeshwar tourist center.

The behaviour of local people at the Trimbakeshwar tourist center was also noted by the tourist. About 11.16% of tourists said that the behaviour of local people is excellent. About 24.36 % of tourists mentioned that Behavior is good, 48.73 % of tourists are satisfied with the Behavior of local people and only 15.73% of tourists are unsatisfied with these services. Out of 197 tourists, No one said that the Guide facilities are excellent. Only 12.69% of tourists mentioned that it is good, 44.67% of tourists are satisfied with the Guide facility and 42.63% of tourists are unsatisfied with the Guide facility in Trimbakeshwar Tourist Center. The researcher analysis the 15<sup>th</sup> factors views about the services and facilities available in the Trimbakeshwar tourist place. The tourist Opinion about the overall facilities and services at Trimbakeshwar are considered with the satisfaction index.

As per the views of 9.94% of tourists reported that all the 15<sup>th</sup> service and facilities are excellent in Trimbakeshwar. 23.62% Services and facilities are good, 36.14 % tourist is satisfied with all these factors. just only 30.28 % of tourists are not satisfied with all factors (services and facilities) at the Trimbakeshwar tourist center (See figure No. 1)



Fig. No. 1: Factor wise Levels of Satisfaction

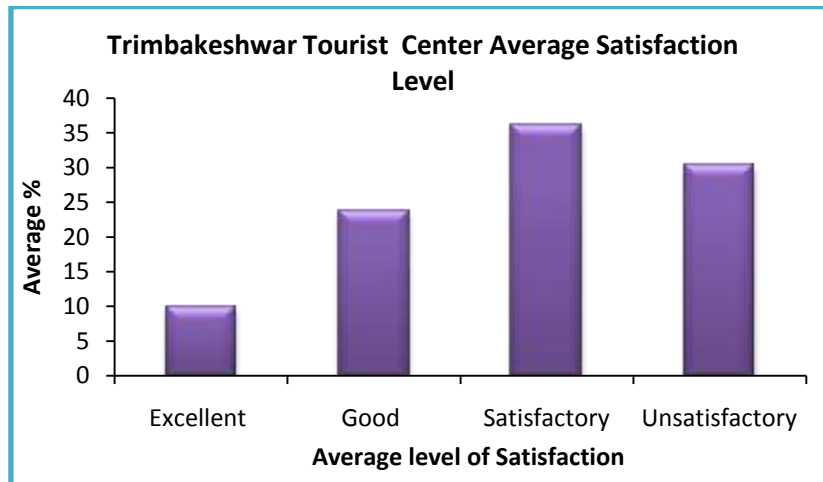


Fig. No. 2: Average % of All level factors in Trimbakeshwar Tourist Center

A) Factor wise Average Satisfaction (Ni)

Table No. 2: Factor wise Average Value of Satisfaction in Trimbakeshwar Tourist Center

Sr. No.	Factor (Facilities & Services)	Average Satisfaction Index (%)			
		Excellent	Good	Satisfactory	Unsatisfactory
1	Accommodation	8.50	6.49	4.54	2.58
2	Transportation	8.48	6.50	4.50	2.51
3	Road Condition	8.45	6.52	4.53	2.40
4	Parking	8.51	6.48	4.49	2.54
5	Food	8.50	6.33	4.50	2.50
6	Drinking Water	8.50	6.48	4.50	2.50
7	Darshan Facility	8.51	6.48	4.48	2.50
8	Public Toilets	8.66	8.02	8.39	2.48
9	Information Centre	0.00	6.50	4.52	2.49
10	Shopping Facility	8.44	6.50	4.49	2.49
11	Medical Facility	9.00	6.57	4.52	2.48
12	Cleanliness	8.50	6.50	4.58	2.54
13	Safety	8.78	6.30	4.50	2.48
14	Behaviour of local People	8.50	6.50	4.52	2.48
15	Guide	0.00	4.48	4.50	1.28

Source: Compiled by Researcher

The above Table No. 2 show the factor wise average value of satisfaction (NI). The factor wise Average value for the different level of satisfaction were calculated by multiplying these

values by respective frequencies, which gives total satisfaction and total satisfaction is divided by total frequency of the respective factor. Then it gives the satisfaction index for the factor e.g. At

Trimbakeshwar tourist center. A total number of 32 tourists gave their views and these 32 tourists give 8 to 10 points for excellent the total score is 272,

So  $(272 / 32) = 8.5$  (Table No.2) It means that the average satisfaction level of the excellent class of tourist is 8.5 for Accommodation factor.

**Table. No. 3: Factor wise Percentage Satisfaction Index with Rank**

Sr. No.	Factor (Facilities & Services)	Satisfaction Index	Rank
1	Accommodation	5.61	2
2	Transportation	5.56	3
3	Road Condition	5.19	6
4	Parking	5.04	7
5	Food	4.09	12
6	Drinking Water	4.05	13
7	Darshan Facility	5.92	1
8	Public Toilets	5.41	4
9	Information Centre	4.04	14
10	Shopping Facility	4.21	10
11	Medical Facility	4.27	9
12	Cleanliness	5.21	5
13	Safety	5.00	8
14	Behaviour of local People	4.13	11
15	Guide	3.37	15

Source: Compiled by Researcher

It is so that from above Table No. 3 that the factor wise satisfaction index with rank for the Accommodation is 5.61, Transportation factor 5.56, Road Condition 5.19, Parking 5.04, Food 4.09, Drinking water 4.05, Darshan facility 5.92, Public toilet 5.41, Information center 4.04,

Shopping facility 4.21, Medical facility 4.27, Cleanliness for 5.21, Safety for 5.00, Behavior of local people 4.13 and 3.37 for Guides. These factor wise satisfaction index are given weighted by ranks.

$$\begin{aligned}
 \text{e.g. Accommodation} &= \frac{(32 \times 8.5 + 61 \times 6.49 + 87 \times 4.54 + 17 \times 2.58)}{197} \\
 &= \frac{272 + 395.89 + 394.98 + 43.86}{197} \\
 &= \frac{1106.73}{197} \\
 \text{Rank} &= 5.61
 \end{aligned}$$



The Analysis is given in the above Table No 3 that the views of tourists about Darshan facility in the Trimbakeshwar tourist center received 1<sup>st</sup> Rank. It means that the Darshan facility is well at Trimbakeshwar. it is also Accommodation gets 2<sup>nd</sup> Rank, Transportation gets 3<sup>rd</sup> rank, public Toilets 4<sup>th</sup> rank, Cleanliness 5<sup>th</sup> rank, Road Condition 6<sup>th</sup> rank, Parking facilities 7<sup>th</sup> rank, Safety 8<sup>th</sup> rank, Medical facilities 9<sup>th</sup> rank, Shopping 10<sup>th</sup> rank, Behaviour of local people 11<sup>th</sup> rank, Food facilities 12<sup>th</sup> rank, Drinking Water 13<sup>th</sup> rank, Information Center 14<sup>th</sup> and Guide received 15<sup>th</sup> Rank.

Factor wise Satisfaction Index with rank. Darshan, Accommodation, Transportation, Public Toilets and cleanliness get high ranks (1 to 5) at

Trimbakeshwar tourist center. These all factors are very important and play a vital role in Trimbakeshwar tourist Center. Tourist place, Darshan facility is good, also Accommodation, Transportation, Public Toilet, Cleanliness are good. The satisfaction index for Road Condition, Parking, Safety, Medical facilities, shopping facility are received 6 to 10 rank, But the satisfaction index rank for Behavior of local people, Food, Drinking Water, information and Guide received 11 to 15 rank. It means that maximum tourists are not satisfied with these facilities at Trimbakeshwar tourist center. So that it is an urgent need to improve these facilities at Trimbakeshwar Tourist Center.

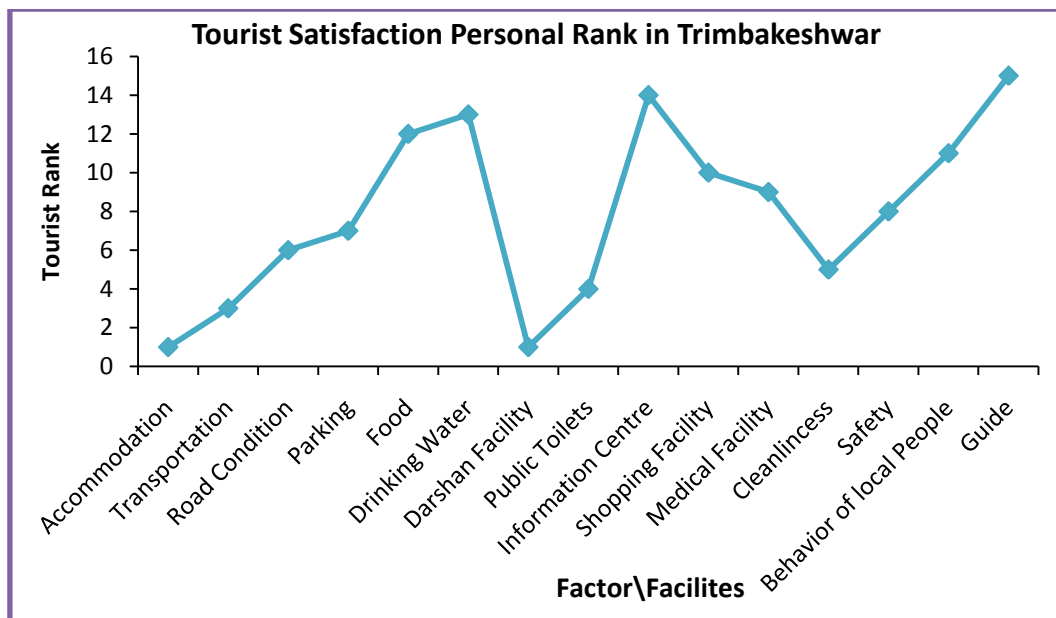


Fig. No. 3: Factor wise Percentage Satisfaction Index with Rank

## II. CONCLUSION

- The profile analysis of tourist views and behavioural attitudes about tourist center. It is observed from the data analysis maximum number of tourists (77.05%) came from within the Maharashtra state (23%) of tourists came from other states of India.
- It is observed that the majority of the local tourist prefer to visit these tourist centers during festivals, Cultural Programme and at the time of Annual Fairs. It is recorded in Nashik district (26.27%).
- It is observed that the majority of the tourists (82.83%) are male and (17.16%) tourists are female
- It is found that 35.69% of tourists are between the age group of 31- 40, married tourists are (86.10%)
- Out of total tourists (93.46%) are Hindu. Here Hindu temples are the main attraction so most of the Hindu tourists were observed.
- It is found that 84.46% of tourists' purposes are worshipped or doing religious activity. In Trimbakeshwar most of the tourists are came from all the states of India for various kinds of Rituals \ Pooja such as Narayan Nagbali, Pitrudosh, Tripindi pooja, Kalsarp, Rahu Ketu pooja etc.
- It is found that (55.31%) of tourists are graduates and 20.98 % of tourists are in the category of postgraduate.

- In this tourist center majority of tourists (38.96%) belonged to an annual income group of 1 lac to 2 lac and (28.61%) followed by more than 2 lac.
  - It is observed that about (51.77%) of tourists visited for the first time and followed by 33.24% of tourists who visit for more than 2/3 days.
  - It is found that (41.41%) tourists occupation services and then other.
  - It is observed that 38.41% of tourists used S.T. bus (M.S.R.T.C) services as their mode of transportation and followed by owned vehicles and also private vehicles.
  - The majority of the tourist (75.47%) are visited with their family member followed by themselves or alone.
  - It is observed that about 60.21% of tourists prefer one day stay followed by 2-3 days stay at a tourist center.
  - It is observed that about 60.21% of tourists not used the Accommodation facility at the tourist center followed by Lodge & Hotel (14.56%).
  - It is found that Pune and Nashik district's are well connected by state and national highways both these district's maximum tourist centres are connected by District roads.
  - The ranking of the satisfaction index at Bhimashankar has been high for the majority of the factors such as the darshan facility, the safety of tourists, the behaviour of local people, accommodation facilities, cleanliness etc. The lowest rank of facilities and services like an information center, public toilets, medical facilities, road condition, parking and guide facilities.
  - Also, the ranking of the satisfaction index at Trimbakeshwar tourist Center has been high for the majority of the factor such as Darshan facility, Accommodation, Transportation public toilets and cleanliness etc. The lowest rank of facilities and services like a guide, information center, Drinking water etc. it is found that Moderate Positive (+ 0.38) Co-Relation between the different factors (facilities and services) available at Trimbakeshwar tourist centers.
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